AMENDMENTS TO THE CLAIMS

1-16. (Cancelled)

17. (Currently Amended) A method of operating a data broadcasting system that executes a data broadcast under a client-server environment, the method comprising the steps of:

downloading, at a client device, a data service table (DST) relating to a specific application;

extracting information relating to the specific application from the DST on the client device;

downloading, at the client device and from a server, individual data sections of the specific application, based upon the extracted information;

extracting data from the downloaded individual data sections on the client device;

performing the following sequence of steps on the client device while the individual data sections are being downloaded and extracted[[;]]:

extracting advertising-image related data from the DST, the advertising-image related data including an advertisement image path;

downloading, from the server, an advertisement image based on ~~from~~ the advertisement image path; and

displaying the downloaded advertisement image;

cancelling the step of displaying the advertisement image after all data sections of the specific application are downloaded and extracted by the client device; and

executing the specific application on the client device.

18. (Currently Amended) The method according to claim 17, wherein

the step of downloading an advertisement image ~~from~~ based on the advertisement image path comprises downloading multiple advertisement images based on ~~from~~ the advertisement image path, and

the step of displaying the downloaded advertisement image comprises extracting and composing a composite advertisement image from the multiple advertisement images.

19. (Previously Presented) The method according to claim 17, wherein the step of displaying the downloaded advertisement image comprises:

displaying one of a still image and a moving image.

20. (Previously Presented) The method according to claim 17, further comprising:

displaying a video broadcast on a full screen of the client device, wherein the step of displaying the downloaded advertisement image comprises:

displaying the downloaded advertisement image over the video broadcast on a predetermined subset of the screen of the client device.

21. (Previously Presented) The method according to claim 17, further comprising:

displaying one of an audio broadcast and a data broadcast on a screen of the client device, wherein the step of displaying the downloaded advertisement image comprises:

displaying the downloaded advertisement image on an a full portion of the screen of the client device.

22. (Previously Presented) The method according to claim 17, wherein the step of downloading at the client device a data service table (DST) is initiated by one of

turning on power to the client device; and

changing a channel at the client device.

23. (Currently Amended) A data broadcasting system of executing a data broadcast under a client-server environment, comprising:

a network;

a server; and

a client device connected to the server via the network, wherein the client device is configured to

download, from the server, a data service table (DST) relating to a specific application;

extract information relating to the specific application from the DST;

download, from the server, individual data sections of the specific application, based upon the extracted information;

extract data from the downloaded individual data sections;

perform the following sequence of functions while the individual data sections are being downloaded and extracted:

extract advertising-image related data from the DST, the advertising-image related data including an advertisement image path;

download an advertisement image based on ~~from~~ the advertisement image path; and

display the advertisement image;

cancel the step of displaying the advertisement image after the all data sections of the specific application are downloaded and extracted; and

execute the specific application.

24. (Previously Presented) The system according to claim 23, wherein the client device is configured to

download multiple advertisement images from the advertisement image path, and

extract and compose a composite advertisement image from the multiple advertisement images as the advertisement image.

25. (Previously Presented) The system according to claim 23, wherein the client device is configured to display one of a still image and a moving image as the advertisement image.

26. (Previously Presented) The system according to claim 23, wherein the client device is configured to

display a video broadcast on a full screen of the client device; and

display the downloaded advertisement image over the video broadcast on a predetermined subset of the screen of the client device.

27. (Previously Presented) The system according to claim 23, wherein the client device is configured to

display one of an audio broadcast and a data broadcast on a screen of the client device; and

display the downloaded advertisement image on an a full portion of the screen of the client device.

28. (Previously Presented) The system according to claim 23, wherein the client device is configured to initiate a data service table (DST) download in response to one of

turning on power at the client device; and

changing a channel at the client device.

29. (Currently Amended) A client device in a data broadcasting system of executing a data broadcast under a client-server environment, the data broadcasting system including a network and a server connected to the client device via the network, the client device being configured to

download, at the client device and from the server, a data service table (DST), relating to a specific application;

extract information relating to the specific application from the DST;

download, from the server, individual data sections of the specific application based upon the extracted information;

extract data from the downloaded individual data sections;

perform the following sequence of functions while the individual data sections are being downloaded and extracted:

extract advertising-image related data from the DST, the advertising-image related data including an advertisement image path;

download an advertisement image based on ~~from~~ the advertisement image path; and

display the advertisement image;

cancel the step of displaying the advertisement image after the all data sections of the specific application are downloaded and extracted; and

execute the specific application.

30. (Previously Presented) The client device according to claim 29, further configured to

download multiple advertisement images from the advertisement image path, and

extract and compose a composite advertisement image from the multiple advertisement images as the advertisement image.

31. (Previously Presented) The client device according to claim 29, further configured to display one of a still image and a moving image as the advertisement image.

32. (Previously Presented) The client device according to claim 29, further configured to

display a video broadcast on a full screen of the client device; and

display the downloaded advertisement image over the video broadcast on a predetermined subset of the screen of the client device.

33. (Previously Presented) The client device according to claim 29, further configured to

display one of an audio broadcast and a data broadcast on a screen of the client device; and

display the downloaded advertisement image on an a full portion of the screen of the client device.

34. (Previously Presented) The client device according to claim 29, further configured to initiate a data service table (DST) download in response to one of

turning on power at the client device; and

changing a channel at the client device.

35. (New) A method of processing a broadcast application in a client device in a data broadcasting system, the method comprising the steps of:

receiving, from a server, an advertisement image file and application information relating to a specific application;

determining if the application information includes advertisement information including an advertisement image path;

extracting the received advertisement image file based on the advertisement image path if the application information includes the advertisement information;

outputting an advertisement image from the advertisement image file on a screen; and

executing the specific application after the outputting step.

36. (New) The method according to claim 35, wherein the advertisement image file includes one of a still image and a moving image.

37. (New) The method according to claim 35, wherein the advertisement information further includes a descriptor including an advertisement image name.

38. (New) The method according to claim 35, the step of outputting further comprising:

outputting the advertisement image after receiving a turn on signal or a channel change signal from a user.

39. (New) The method according to claim 35, the step of outputting further comprising:

outputting an advertisement image for a predetermined time period.

40. (New) The method according to claim 39, further comprising:

receiving a plurality of data sections of the specific application;

configuring the plurality of data sections as a module;

extracting file objects; and

providing the file objects to the application for the predetermined time period.

41. (New) A method of processing a broadcast application in a client device in a data broadcasting system, the method comprising the steps of:

receiving, from a server, an advertisement image file and application information relating to a specific application;

determining if the application information includes advertisement information including an advertisement image path;

extracting the advertisement image file based on the advertisement image path if the application information includes the advertisement information;

outputting an advertisement image from the advertisement image file on a screen for a predetermined time period; and

executing the specific application after the predetermined time period.

42. (New) The method according to claim 41, wherein the advertisement image file includes one of a still image and a moving image.

43. (New) The method according to claim 41, wherein the advertisement information further includes a descriptor including an advertisement image name.

44. (New) The method according to claim 41, the step of outputting further comprising:

outputting the advertisement image after receiving a turn on signal or a channel change signal from a user.

45. (New) The method according to claim 41, further comprising:

receiving a plurality of data sections of the specific application;

configuring the plurality of data sections as a module;

extracting file objects; and

providing the file objects to the application for the predetermined time period.

46. (New) A client device in a data broadcasting system for executing a data broadcast application under a client-server environment, the data broadcasting system including a network and a server connected to the client device via the network, the client device being configured to

receive, from the server, an advertisement image file and application information relating to a specific application;

determine if the application information includes advertisement information including an advertisement image path;

extract the received advertisement image file based on the advertisement image path if the application information includes the advertisement information;

output an advertisement image from the advertisement image file on a screen; and

execute the specific application after the advertisement image is output.

47. (New) The client device according to claim 46, wherein the advertisement image file includes one of a still image and a moving image.

48. (New) The client device according to claim 46, wherein the advertisement information further includes a descriptor including an advertisement image name.

49. (New) The client device according to claim 46, wherein the client device is configured to output the advertisement image after receiving a turn on signal or a channel change signal from a user.

50. (New) The client device according to claim 46, wherein the client device is configured to output the advertisement image for a predetermined time period.

51. (New) The client device according to claim 46, wherein the client device is configured to receive a plurality of data sections of the specific application, configure the plurality of data sections as a module, extract file objects, and provide the file objects to the application.

52. (New) A client device in a data broadcasting system of executing a data broadcast application under a client-server environment, the data broadcasting system including a network and a server connected to the client device via the network, the client device being configured to

receive, from the server, an advertisement image file and application information relating to a specific application;

determine if the application information includes advertisement information including an advertisement image path;

extract the received advertisement image file based on the advertisement image path if the application information includes the advertisement information;

output an advertisement image from the advertisement image file on a screen for a predetermined time period; and

execute the specific application after the predetermined time period.

53. (New) The client device according to claim 52, wherein the advertisement image file includes one of a still image and a moving image.

54. (New) The client device according to claim 52, wherein the advertisement information further includes a descriptor including an advertisement image name.

55. (New) The client device according to claim 52, wherein the client device is configured to output the advertisement image after receiving a turn on signal or a channel change signal from a user.

56. (New) The client device according to claim 52, wherein the client device is configured to receive a plurality of data sections of the specific application, configure the plurality of data sections as a module, extract file objects, and provide the file objects to the application.